

behavior conflict will make the psychological problem more serious.

**Objective:** College teaching must be based on the psychological development law, learning law and teaching law of college students, and systematically design the whole teaching process from the determination of teaching objectives before teaching, the selection of teaching process and methods, the specific implementation in teaching to the evaluation and reflection after teaching. Therefore, it is of great significance to analyze the application of financial accounting teaching paradigm reform and practice through the research of educational psychology.

**Subjects and methods:** This paper mainly discusses the three factors of the reform and practical application of financial accounting teaching paradigm based on educational psychology from three aspects: teaching concept, teaching environment and teaching staff. Five universities were randomly selected as the research objects, and questionnaires were distributed to their students to statistics the effect of educational psychology on teaching reform and innovation.

**Study design:** A questionnaire was distributed to 1000 students. 200 students were selected from five universities for testing. The questionnaire is required to be completed at one time. The time for each person to fill in the questionnaire is about 15-25 min. A total of 1000 copies were distributed, 1000 copies were recovered, and the number of valid copies was 989.

**Methods:** The application of Excel statistical education psychology in the reform and practice of financial accounting teaching paradigm affects the effect.

**Results:** In order to improve the teaching quality of financial accounting and ensure the efficiency of teaching reform. In teaching, relevant teachers should actively change the traditional teaching concept and pay attention to the future development of students. Schools should actively optimize teachers' teaching conditions, while relevant teachers should actively optimize the teaching environment of financial accounting and increase the investment in the teaching funds of the major. So as to create a good learning environment for students and promote the effective improvement of students' learning efficiency and ability. To ensure the teaching quality and cultivate professional and technical talents, the school needs to have a professional teacher team with excellent theoretical knowledge and professional experimental operation ability.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 1000 college students are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

**Table 1.** Effect of the application of educational psychology in the reform and practice of financial accounting teaching paradigm

Content	Teaching concept	Teaching environment	Teaching staff
School a	4	4	3
School b	3	3	3
School c	4	3	4
School d	4	3	3
School e	3	4	4

**Conclusions:** The application of educational psychology in the teaching of financial accounting system has been preliminarily explored and summarized, and the teaching effect is good. In the teaching process, there are still many problems to be further deepened and strengthened in practice in the future, such as how to use the principles of educational psychology to enhance students' understanding ability, strengthen learning motivation, stimulate learning interest and so on.

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## THE APPLICATION OF COLOR PSYCHOLOGY IN ART DESIGN FROM THE PERSPECTIVE OF PSYCHOLOGY

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**Background:** Color is an important artistic language in visual art. In the field of modern design, color is

an important element for designers to express their emotions, arouse and stimulate users' emotions. People often judge the feeling of color through psychology. Once the external color stimulation echoes with the inherent experience, color will affect our mood and behavior. Color psychology can express a comprehensive experience of thought and spirit beyond vision. In the "people-oriented" art design, the rationalization of design form and color application has become an increasingly concerned problem. The purpose of studying the application of color psychology in art design color is to solve the state, law and method of complex and changeable emotional reflection caused by color cooperation with the knowledge of psychology, colorology, design, aesthetics and other disciplines. From the perspective of psychology, it is committed to studying the emotional impact of different color coordination on people, as well as the use value, cultural value and aesthetic value generated by this impact. Through the detailed investigation, analysis and induction of a series of emotional reactions of different color coordination, it comprehensively analyzes and summarizes the emotional psychological effects of people caused by different color coordination. Color has an impact on people's emotions, but no one has yet studied the fixed law of which color matching corresponds to which emotion. By studying the color psychology of the audience, this paper aims to summarize and answer the complex and changeable emotional reflection states, laws and methods caused by color matching, and comprehensively and deeply summarize the color emotion theory. It provides detailed data and theoretical basis for how to use emotional psychology in color design in art design, so as to make it more in line with the aesthetic needs of the audience, so as to promote consumption and realize the humanistic care of color design.

**Objective:** Color has always played an important role in art design. It can not only express the designer's emotion, but also arouse and stimulate the user's emotion. Different colors will make people have different emotional reactions. From the perspective of psychological reflection, color has two combinations of positive emotional psychological reflection and negative psychological reflection. The influence of color on emotion is also widely used in environmental art design, clothing design, visual communication art design and other industries. Therefore, color psychology has an effect on art design.

**Subjects and methods:** Based on the application of color psychology in art design, this paper mainly analyzes color art from the role of emotion in people's psychological activities. This paper discusses these three aspects according to physical and mental health, learning and work efficiency, aesthetics and decision-making. A third-tier city was randomly selected and a questionnaire was distributed to the citizens to analyze the application effect of color.

**Study design:** 500 people were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 492 were recovered, and the number of valid copies was 484.

**Methods:** The application effect of color psychology in art design from the perspective of Excel Statistical Psychology.

**Results:** Color and music are the same regardless of countries. It is the culture of people all over the world. However, because everyone's living environment and personal background are different (culture, personality, gender, etc.), the color in different designs will also have different effects on people's emotional changes. A single color will have an impact on people's mood, and different color combinations will also have an impact on people's mood. Generally, the combination of more than two warm colors will give people a warm feeling, while the combination of some cold colors will create a quiet and elegant feeling. Reasonable color matching will increase the beauty of works. A reasonable color matching can greatly improve the recognition of works of art and deepen people's impression of works.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 500 groups are taken as the average to obtain the results and rounded, the specific statistical table is shown in Table 1.

**Table 1.** Application effect of color psychology in art design from the perspective of psychology

Content	Physical and mental health	Learning and work efficiency	Aesthetics and decision making
College students	3	3	3
White collar group	4	4	3
Retired group	4	3	4

**Conclusions:** Different colors will affect people's emotions. The correct use of color matching can have a positive impact on people. The visual effect caused by color matching is a very complex problem. Different color matching will trigger a variety of emotional and psychological reactions. According to its positive and negative effects on people, from the aspect of emotional psychological reflection, we summarize it into

two aspects, namely, the color cooperation with positive emotional psychological reflection and the color cooperation with negative emotional psychological reflection. Therefore, when designing works, designers should consider color matching to meet the needs of different people. Only this can make artistic works more perfect.

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## RESEARCH AND PRACTICE OF TEACHING MANAGEMENT INFORMATIZATION IN COLLEGES AND UNIVERSITIES BASED ON SOCIAL PSYCHOLOGY

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**Background:** Social psychology is a science that studies people's social behavior and its psychological basis in the context of social interaction. As the main way of cultivating high-end talents, teaching management in colleges and universities is very important to the improvement of the overall innovation force of the country. In order to improve the innovation ability of teaching management and scientific research in colleges and universities, we should take scientific research and education as the starting point, and actively explore the new mechanism of establishing morality and cultivating people in education. Choose teaching methods that are conducive to students' in-depth participation in scientific research activities and improve their core quality and ability. This method has been practiced in vocational education, liberal arts education, basic education and graduate education in China, and some achievements have been made in the cultivation of students' subject knowledge self-construction, action skills and mental skills. Higher education informatization is a huge systematic project. It involves the management, teaching, scientific research and social services of higher education institutions. It is a multi-dimensional and multi-level information project. Among them, the informatization of teaching management in colleges and universities is a very important dimension. It uses modern information technologies such as computer, multimedia and network communication to realize the informatization of the whole teaching process management in terms of talent training scheme, student learning, teacher teaching and teaching management, so as to meet the requirements of the information society and the reform of talent training mode of colleges and universities, build an information application environment and integrate educational resources, and constantly promote and deepen education and teaching reform.

**Objective:** Focusing on the construction of unified data platform, colleges and universities use the teaching management information system to gather and accumulate scattered and sporadic materials into information resources. The teaching management informatization of colleges and universities realizes data interaction and resource sharing. At present, the infrastructure of information construction in Chinese colleges and universities is becoming more and more perfect. All colleges and universities have established digital campus information systems to varying degrees. Therefore, using social psychology to analyze the effect of teaching management in colleges and universities can greatly promote the construction of teaching information resources in colleges and universities in China.

**Subjects and methods:** Social psychology can effectively improve the informatization ability of teaching management in colleges and universities, help college students practice the correct concept of learning and the subject status of knowledge, and improve their comprehensive application ability. This paper mainly studies and analyzes the influence of social psychology on strengthening organizational construction, establishing scientific system and improving management quality. By issuing questionnaires, this paper statistically analyzes the role of social psychology in improving the informatization of teaching management in Colleges and universities.

**Study design:** 500 college students were investigated by stratified cluster random sampling. Three universities were randomly selected, and one major was randomly selected from each grade. A total of 500 questionnaires were distributed to students of 12 majors, 500 were recovered, and the number of valid copies was 481.

**Methods:** Excel is used to count the effect of social psychology on the informatization of teaching management in colleges and universities.

**Results:** The innovation of teaching management under the information background is mainly reflected in the reform of talent training mode. Quality education and innovation education must be run through the whole process of talent training, and both general education and professional education must be emphasized in order to realize the diversification of talent training. According to the requirements of talent training programs of different schools, collect discipline information, curriculum information, teacher information,